



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART301 Strategic Marketing

Paper Description and Aims

This course focuses on business-level marketing strategy. You will acquire an understanding of the marketing strategy and its importance in business sustainability. You will learn the tools that marketing strategists use to assess business situations. You will have the opportunity to use these tools to diagnose situations and generate information from which marketing strategies are formed/formulated and strategic marketing plans are prepared. Much of the course is based on critical thinking and case study. This approach helps you develop diagnostic, critical, and communication skills. This course is a core component of the Marketing major and, as a final-year paper, marks your transition from 'student' to 'practitioner'. As well as building on and integrating your knowledge and understanding of marketing theory and practice up to this point in your degree. This course seeks to enhance your life-long learning skills. In particular, you will be encouraged to practice and improve your critical thinking, group work, professional communication, and task-management skills.

Semester Two

0.15 EFTS

18 points

Prerequisites: (BSNS102 or 112 or QUAN101) and MART212 and two of MART201, MART210, MART211

Teaching Staff

Paper Coordinator

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Lecturer

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Paper Administrator

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Office Hours: Wednesday and Friday 11:00am-12:00 pm

You should contact Cathie with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: **Monday 2:00-3:50pm**

Room: Please refer to your eVision timetable

Tutorials and/or Labs Day/Time: Please refer to your eVision timetable

Every week students must attend one 110-minute lecture and one fifty-minute tutorial when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the **second** week of semester. You will be allocated to a tutorial and this will be available in eVision.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART301 is an 18-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

There are many relevant texts on marketing strategy which you will be able to utilise for this course. You will need to read the relevant chapters. However, the one we recommend is G. J. Hooley, N. F. Piercy, B. Nicolaud, and Rudd (2020). Marketing strategy and competitive positioning (7th ed). New York: FT Prentice Hall Hard copies are available at the University Bookshop. eCopies:

<http://www.pearsoned.co.nz/9781292017310> Other readings will be supplied to support most parts of the lecture stream.

Calendar

Week	Week Commencing*	Topic	Reading
1	10 Jul	Introduction and Course Overview Lecturer: Dr. Masoud Karami	Christensen, C. M. (1997). Marketing strategy: learning by doing. <i>Harvard business review</i> , 75(6), 141-151. Zinkhan, G. M., & Pereira, A. (1994). An overview of marketing strategy and planning. <i>International Journal of Research in Marketing</i> , 11(3), 185-218.
2	17 Jul	Case study analysis Lecturer: Associate Professor Sergio Biggemann Guest speaker from the case company	N/A
Tutorial 1 Week 2	17 July	Assessment 1 overview and the Blue Ocean Framework	
3	24 Jul	Analyzing External Environment Lecturer: Dr. Masoud Karami	Textbook Chapter 3 https://www.indeed.com/career-advice/career-development/environmental-analysis https://www.datamyte.com/business-environmental-analysis/

4	31 Jul	NZ Business Environment Lecturer: Dr. Masoud Karami	MBIE/Small business https://www.mbie.govt.nz/business-and-employment/business/support-for-business/small-business/
Tutorial 2 Week 4	31 July	Assessment 2 overview and forming teams	
5	7 Aug	Strategic Market Planning Competitive Strategies Lecturer: Dr. Masoud Karami Guest lecturer	Textbook Chapters 8, 9,10
6	14 Aug	Marketing Strategy for Small Businesses Entrepreneurial marketing Lecturer: Dr. Masoud Karami	https://www.blueoceanstrategy.com/tools/ Whalen, P. S., & Akaka, M. A. (2016). A dynamic market conceptualization for entrepreneurial marketing: the co-creation of opportunities. <i>Journal of Strategic Marketing</i> , 24(1), 61-75.
Tutorial 3 Week 6	14 August	Addressing questions about Assessment 1	
7	21 Aug	Business Model Generation to Support Marketing Strategy Lecturer: Dr. Masoud Karami	Casadesus-Masanell, R., & Ricart, J. E. (2011). How to design a winning business model. <i>Harvard Business Review</i> , 89(1/2), 100-107.
Assessment 1 submission- Due 25th Aug			
28th Aug to 1st Sept Mid Semester Break			
8	4 Sept	Rethinking Value Value co-creation Lecturer: Dr. Masoud Karami	UNSDG https://sdgs.un.org/goals https://sdgs.un.org/goals/goal12 Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. <i>Journal of Interactive Marketing</i> , 18(3), 5-14. https://onlinelibrary.wiley.com/doi/pdf/10.1002/dir.20015 https://journals.sagepub.com/doi/pdf/10.1177/000812560504700301

Tutorial 4 Week 8	4 Sept	Addressing questions about Assessment 2	
9	11 Sept	Rethinking Resources Lecturer: Dr. Masoud Karami	Madhavaram, S., & Hunt, S. D. (2008). The service-dominant logic and a hierarchy of operant resources: developing masterful operant resources and implications for marketing strategy. <i>Journal of the Academy of Marketing Science</i> , 36(1), 67-82.
10	18 Sept	New Technologies and Marketing Strategy Lecturer: Associate Professor Sergio Biggemann	Seymour, M., Lovallo, D., Riemer, K., Dennis, A. R., & Yuan, L. (2023). AI with a Human Face The case for and against digital employees. <i>Harvard Business Review</i> , 101(3-4), 49-54.
Assessment 2 submission- Due 18th Sep			
Tutorial 5 Week 10	18 Sept	Presentation of group project session (1)	
11	25 Sept	Marketing Strategies and CSR Lecturer: Associate Professor Andrea Insch	Textbook Chapter 18 Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. <i>Harvard Business Review</i> , 84(12), 78-92.
Tutorial 6 Week 11	25 Sept	Presentation of group project session (2)	
12	2 Oct	Implementation of Marketing Strategy Lecturer: Associate Professor Andrea Insch	Collis, David J. (2021) Why do so many strategies fail? <i>Harvard Business Review</i> . Vol. 99 Issue 4, p82-93.
13	9 Oct	Course Wrap-up and Open Discussion Lecturer: Dr. Masoud Karami	

*** First week of Semester 2 is ACADEMIC WEEK 28**

Lectures end Friday 13 Oct

University Exam Period Second Semester Begins Wednesday 18 October

Ends Wednesday Saturday 11 November

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
Individual - Case study Strategic marketing plan for an international firm in NZ. A report of a marketing plan for an international business with branches in NZ (in the form of PPT slides) using the Blue Ocean Strategy framework ¹ . Students will receive a case study in tutorial 1(week 2). Students will use the Blue Ocean Strategy framework to develop a marketing strategy for the case firm.	Week 7 Due 25 th Aug at 11.59 pm.	25	<i>In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment.</i>
Group– Case study The course will start around a specific case study (an NZ-based business), and each session's content will add to students' analysis of the case study. Students will receive a case study in tutorial 1(week 2). Towards the end of the semester, groups will submit a written report of their case study analysis and present their strategy.	Presentation Week 10-11 During your tutorial time. Submission of the report and presentation slides Beginning of week 10 Monday 18 th Sept at 11.59 pm.	15 20	
Final exam	TBC	40	

¹ <https://www.blueoceanstrategy.com/tools/strategy-canvas/>

Paper Requirements

In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment.

Assessment Format

Individual strategic marketing planning (25%)

The first assignment is an individual assignment. Students will receive a case study in Tutorial 1 (week 2). Students will use the Blue Ocean Strategy Framework to analyze the case and propose a marketing strategy for the case company in written form. Tutorial 1 also will cover the fundamentals of the Blue Ocean Strategy Framework, and what is expected of you in assessment 1. Tutorial 3 (week 6) will address students' questions and help with assessment 1. The proposed marketing strategies must be submitted on **Friday 25th August**. The marketing strategy report will be in the form of PPT slides. You can have a maximum of 15 PPT slides to report your blue ocean strategy.

A grading sheet will also be available to the students at tutorial 1.

Group Case study (35%)

The second assignment is a group case study. The case study will be provided in Tutorial 2 (week 4). Groups of four will be formed in Tutorial 2 and informed about what is expected of them in Assessment 2. Students who attend the tutorial are free to select their own group members. Those who do not attend will be assigned to groups, and that assignment will be final. Tutorial 4 (week 8) will address students' questions and help with assessment 2. *You will write a report on your suggested marketing strategy for the case company (not exceeding 1500 words, excluding references and appendices), and present your strategy as a team.* You are allowed to have Maximum of 10 PPT slides for the case study (excluding references and appendices). Your presentation will take 8 minutes followed by 2 minutes question and answer session. A grading sheet will also be available to the students at tutorial 1.

Final examination – 2 hours (40%)

The final examination will examine all materials presented via lectures and any readings delivered. Your examination paper will consist of 6 questions, and you will have to answer **any 4** of 6 questions.

Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Assessment 1	Assessment 2	Exam
Sustainable marketing perspective	Y		Y
Interdisciplinary perspective	Y	Y	Y
Critical thinking	Y	Y	Y
Communication - oral		Y	
Communication – written	Y	Y	Y
Self-motivation	Y	Y	Y
Teamwork		Y	
Information literacy	Y	Y	Y
Ethics	Y	Y	Y

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.